

## EAST Search History

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L1	12050	((target\$3 custom\$6 personali\$6 tailor\$3 individuali\$6 optim??\$5 focus?\$2) NEAR3 (adverti??\$5 ad ads promo\$1 promotion\$2 (product\$1 NEAR3 information) commercials coupon\$1 incentive\$1))	US-PGPUB; USPAT; IBM_TDB	OR	OFF	2007/03/28 15:03
L3	62	1 SAME ((past previous earlier prior) WITH (website webpage homepage ((web home) ADJ (page site))))	US-PGPUB; USPAT; IBM_TDB	OR	OFF	2007/03/28 16:14
L4	11	3 AND (@ad<"19980803" @rlad<"19980803" @prad<"19980803")	US-PGPUB; USPAT; IBM_TDB	OR	OFF	2007/03/28 17:04
L5	4	4 AND ((past previous earlier prior) WITH (website webpage homepage ((web home) ADJ (page site))) WITH (access\$3 visit\$3 purchas?\$2 buy\$3 bought order\$3 transact\$4))	US-PGPUB; USPAT; IBM_TDB	OR	OFF	2007/03/28 16:17

*identifies Roth et al. (1987  
pat.)*